

# 2018-2023 Global Electronic Toothbrush Consumption Market Report

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## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Electronic Toothbrush market for 2018-2023.

An electric toothbrush is a toothbrush that makes rapid automatic bristle motions, either back-and-forth oscillation or rotation-oscillation (where the brush head alternates clockwise and counterclockwise rotation), in order to clean teeth. Motions at sonic speeds or below are made by a motor. In the case of ultrasonic toothbrushes, ultrasonic motions are produced by a piezoelectric crystal. A modern electric toothbrush is usually powered by a rechargeable battery charged through inductive charging when the brush sits in the charging base between uses. First of all, with the growing preference of innovative oral care products, vendors in the electric toothbrush market are focusing on introducing the smart electric toothbrushes with value-added features. Second? Increase in awareness about oral hygiene and people living standard have been key driver for the electric toothbrush market. However, high cost of these toothbrushes in comparison to manual ones is to hamper the market growth over the forecast period. The region of North America and Europe have high market demand for electrical toothbrush due to having awareness regarding use of it. It is expected that developed markets led by Italy, Germany and the UK will continue driving growth of electric toothbrushes.

Over the next five years, LPI(LP Information) projects that Electronic Toothbrush will register a 7.7% CAGR in terms of revenue, reach US\$ 3480 million by 2023, from US\$ 2400 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Electronic Toothbrush market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Vibration Motion

Rotation-Oscillation Motion

Segmentation by application:

Kids

Adults

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Koninklijke Philips

Procter & Gamble

Colgate-Palmolive Company

Panasonic Corporation

Water Pik

Conair Corporation

Mouth Watchers

Omron Healthcare

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global Electronic Toothbrush consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Electronic Toothbrush market by identifying its various subsegments.

Focuses on the key global Electronic Toothbrush manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Electronic Toothbrush with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the

market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Electronic Toothbrush submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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